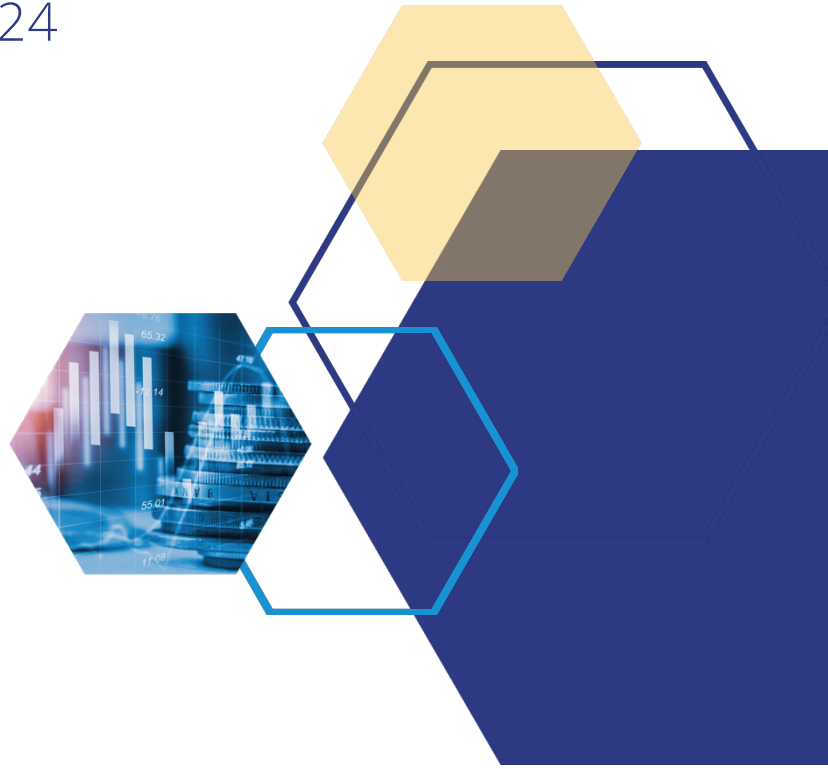
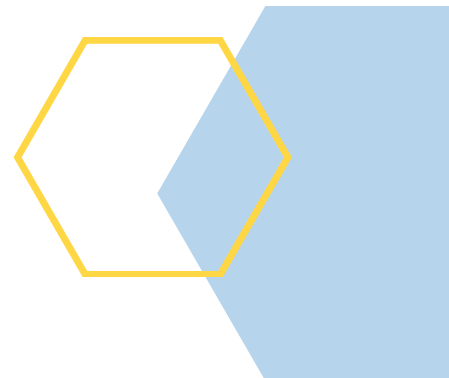




FIRST VIEW
October 2024



Accelya Launches its Comprehensive OOSD Solution





THE FACTS

At the IATA World Passenger Symposium in Bangkok Accelya announced the launch of its comprehensive OOSD solution called FLX ONE. It announced partnerships with DXC Technologies and SITA to cover the Delivery requirement which Accelya previously did not address. DXC will also be Accelya's preferred integration partner for FLX ONE.

THE ANALYSIS

In our annual report on the vendors of airline commercial IT systems we noted that Accelya had the potential to be a well-placed competitor in the market for OOSD solutions but that it needed to fill the gap around Deliver. This announcement addresses the functionality required to compete.

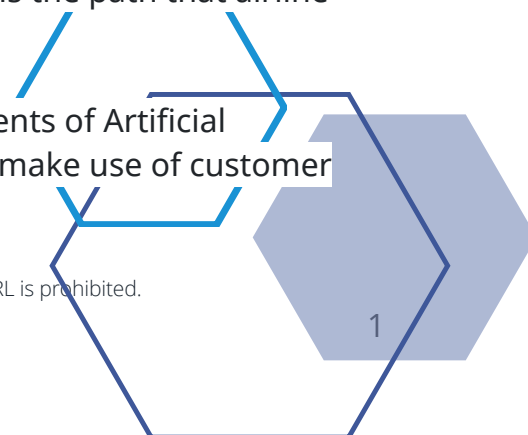
Accelya is by far the biggest provider of NDC interfaces to the world's airlines. Some 57% of all current NDC transactions are processed through the existing FLX API. Whilst an NDC API is not considered as a complex solution by T2RL, the underlying application infrastructure required to support the it is, with capabilities required for availability processing, shopping and airline document creation. Accelya was forced into building these components by the vendors in the PSS market place that compete for the same services.

FLX ONE builds on the success of the current platform and is hosted on AWS, providing the infrastructure and scalability necessary to support modern airline requirements.

Integration with both legacy and future technologies is critical to an effective transition and Accelya claims, with some justification, to have been supporting such integrations for many years from the existing FLX products, and can do it at scale. The company's presentation at WPS was very clear that its platform is modular and will support integration with modules from other vendors if that is the path that airline customers choose to take.

Along with all its competitors, Accelya is also deploying elements of Artificial Intelligence in its Offer management components to further make use of customer

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insights. The new partnerships with DXC and SITA effectively close previous gaps in the portfolio, enabling it to deliver a comprehensive OOSD solution. T2RL understands that Accelya has acquired full intellectual property rights to further develop the components provided by DXC.

FLX ONE is very much aligned with IATA's call for flexible, modular, and scalable airline retailing. By offering flexible modules like FLX ONE Open Connect, Accelya positions itself as a viable choice for airlines looking for incremental transition from legacy Passenger Service Systems (PSS) to a modern OOSD framework.

THE SPECULATION

With this announcement Accelya joins the ranks of vendors able to offer a comprehensive OOSD solution. Amadeus and Sabre already have launch customers committed to Nevio and Mosaic respectively but Accelya has yet to sign up an airline for the full FLX ONE functionality.

Earlier this year Accelya announced an initiative to bring NDC connectivity in a more standardised way to airlines outside the top tier. This is also likely to be the most fruitful target segment for FLX ONE. While the company would surely be delighted to make sales into Tier 1 airlines it is more probable that these very large carriers will be targeted for individual modules. Smaller carriers with less developed IT integration capabilities will be more likely to consider buying the full FLX ONE suite.

Ultimately success will depend on signing up launch customers and then delivering effectively. The partnership with DXC, a company with deep experience and resources in airline industry integrations, may yet prove to be the most significant part of this week's announcements.

T2RL Travel Technology Research Ltd, is an independent sourcing and research company that specializes in airline technology and distribution. Based on data since the year 2000 it has tracked industry trends for airlines as well as their IT providers, distribution partners, and customers. All parties use its research to make informed business decisions to meet current and future needs. For further information, visit our website at www.t2rl.com.

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